



FOR IMMEDIATE RELEASE

January 25, 2007

The Forks Market Goes Organic Grass Roots Officially Opens This Weekend

The Forks Market, Winnipeg –Tall Grass Prairie Breads, the same company that brings you those warm and scrumptious cinnamon buns, has opened its second great Forks Market store and it's all about organic food. Grass Roots, the newest fresh food merchant at The Forks, is celebrating their grand opening this Saturday, January 27.

"There is nothing quite like this store in the city," said Randy Cameron, General Manager, The Forks Market. "Winnipeg's appetite for organic food is on the rise and we are excited to be able to meet that demand."

Grass Roots, a bustling centre of "from-scratch" food activity, offers a wide variety of fresh preserves including jams, pickles and salsa. Soups, salads and ready to bake take-home meals are made fresh daily in their prairie kitchen along with delicious dips and flavourful finger food. They also carry an assortment of high quality grains, baking mixes and organic grocery items for those wanting to make their meal from scratch.

Unique to The Market is their brand new oil press. Like the Tall Grass flour mill, Grass Roots presses oil from locally grown organic grains on site to make bottles of organic oil available for purchase. Varieties include sunflower and flax seed with the hope of expanding to other selections in the future.

"Grass Roots was born out of a desire to celebrate the good food of our land", said store manager Kathy Pancratz. "Along with our organic offerings, the oil press will add a new dimension of freshness to our whole food."

Join us for the official grand opening ceremony featuring great music, store tours and of course scrumptious samples.

**Saturday January 27, 2007
2:00PM
Grass Roots Store, The Forks Market**

-30-

For more information please contact:

Chelsea Thomson, Communications Coordinator
The Forks North Portage Partnership
Phone: 987.4374
Cell: 291-9444
Email: chelsea.thomson@tf-np.ca

The Forks

201-1 Forks Market Road Winnipeg, Manitoba R3C 4L9 telephone 204.943.6302 fax 204.943.7915

Canada

Manitoba

Winnipeg

